

What is claimed is:

1. A label suitable for affixing to a garment, said label comprising in the order given:
a backing layer;
a first adhesive layer comprising a heat activatable adhesive; and
a second adhesive layer comprising an elastomeric microsphere adhesive.
2. A label according to claim 1, wherein said second adhesive layer is provided directly on said first adhesive layer.
3. A label according to claim 1, wherein said backing layer has a first and second major side, said first major side being retroreflective and said second major side carrying said first and second adhesive layers.
4. A label according to claim 1, wherein said first adhesive layer is non-tacky at temperatures less than 25°C and wherein said first adhesive layer is capable of permanently bonding said backing layer to a garment when heated to a temperature between 100°C and 180°C
5. A label according to claim 1, wherein said backing layer has a first and second major side, said first major side carrying a removable protective layer and said second major side carrying said first and second adhesive layers.
6. A label according to claim 1, further comprising a removable layer protecting said second adhesive layer.
7. A label according to claim 1, wherein the thickness of said second adhesive layer is between 10µm and 40µm.
8. A label suitable for affixing to a garment, the label comprising:
a backing layer having a first and second major side;

a first adhesive layer comprising a heat activatable adhesive and carried by the first major side of the backing layer;

a second adhesive layer comprising an elastomeric microsphere adhesive and carried by the first adhesive layer; and

means for retroreflecting light carried by the second major side of the backing layer.

9. The label of claim 8, wherein the second adhesive layer is provided directly on the first adhesive layer.

10. The label of claim 8, wherein the retroreflecting means comprises elements selected from the group consisting of microspheres and cube corner elements.

11. The label of claim 10, wherein the retroreflecting means comprises glass beads.

12. The label of claim 8, further comprising:

a protective layer covering the retroreflecting means.

13. A method of producing a label, comprising:

providing a backing layer;

applying a first adhesive layer comprising a heat activatable adhesive to said backing layer; and

applying a second adhesive layer comprising an elastomeric microsphere adhesive on said first adhesive layer.

14. A method according to claim 13, wherein said second adhesive layer is applied by coating a dispersion of elastomeric microspheres in an organic solvent on said first adhesive layer.

15. A method for applying a label to a garment, comprising:

providing a label that includes a backing layer, a second adhesive layer comprising an elastomeric microsphere adhesive, and a first adhesive layer comprising a heat activatable adhesive and disposed between the backing layer and the second adhesive layer;

positioning said label on said garment by adhering said label to said garment by said second adhesive layer; and

heating said label while adhered to said garment so as to activate said heat activatable adhesive of said first adhesive layer and creating permanent adherence of said label to said garment.

16. The method of claim 15, wherein the label further includes retroreflecting elements and a protective layer covering the retroreflecting elements, the method further comprising:

removing the protective layer after the heating step.

17. The method of claim 15, further comprising:

applying pressure to the label during the heating step.

18. The method of claim 15, wherein the heating step heats the label to a temperature between 100°C and 180°C.